

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF MASTER BUSINESS ADMINISTRATION

MBAD 845: ADVOCACY AND NEGOTIATION

STREAMS: MBAD

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS: ANSWER ALL QUESTIONS

QUESTION ONE

- (i) The two relatively distinct types of negotiation are distributive negotiations and interactive negotiations. Discuss the difference and the ideal type negotiation for a small manufacturing industry. [10 marks]
- (ii) Kenneth W. Thomas identified five styles or responses to negotiation. Discuss the five strategies. [10 marks]

QUESTION TWO

- (i) Collective bargaining consists of the process of negotiation between representatives of a union and employers. Discuss the negotiation process and the errors that occur during this negotiation. [10 marks]
- (ii) Negotiation is not relevant in industrial relations environment. Discuss. [10 marks]

QUESTION THREE

Advocacy is a planned, deliberate, and sustained effort to advance an agenda for change. Individuals and organizations advocate changing policies and programs that directly affect employees. Explain how a human Resource Manager would apply this concept in an organization. [20 marks]

QUESTION FOUR

- (i) Identify and explain the parameters within which the parties in industrial relations negotiate. [10 marks]
- (ii) Discuss the internal and external factors which affect negotiations. [10 marks]